
Texting Strategies: from Clicks to Conversations to Car Sales

About DealerOn

- DrivingSales Top Rated Website Provider, 2011 - 2018
 - ✓ Only provider to have won the last 7 Years In A Row!
- 2X Digital Dealer Website Excellence Award Winner
- DrivingSales Top Rated SEO Provider, 2017
- 3X AWA Winner
- Premier Google Partner
- More Dataium Monthly ASI Winners than all others combined
- DealerOn's website customers have an average documented lead increase of 250%



Say Hello To...



Peter Quinones

Internet & E-Commerce Director
Warren Henry Automotive Group

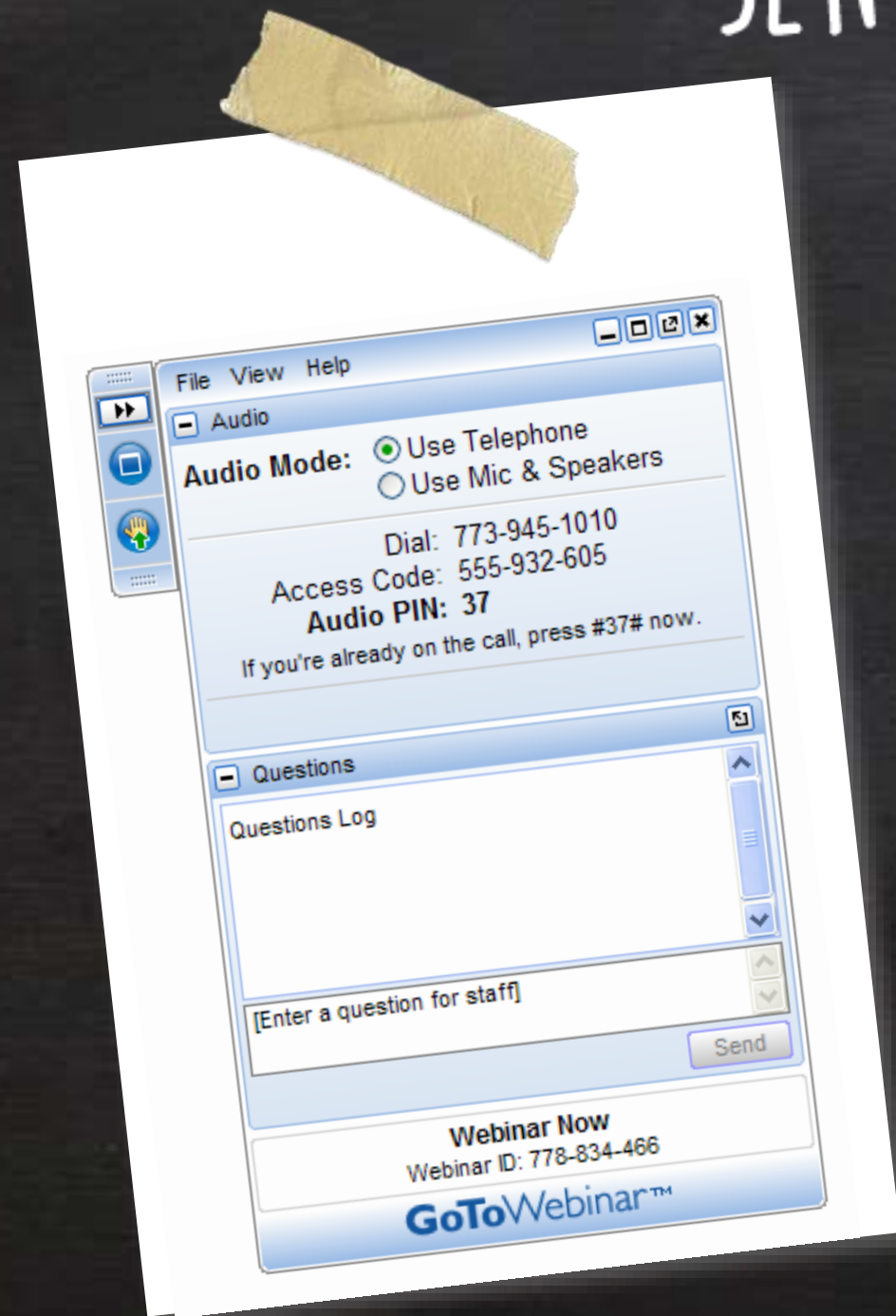
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@DealerOn
@ElianaRaggio

SEND IN YOUR QUESTIONS



- If you have questions during the presentation, please submit them using the “Questions” feature
- Questions will be answered at the end of the webinar
- A link to the recorded webinar will be emailed to you within 24 hours and will also be posted on DealerOn.com/webinar as an On-Demand Webinar

PRIZE ALERT

After the presentation, be the first to answer the giveaway question correctly to win 5-days / 4-nights at a Luxury Vidanta Resort in Mexico Valued at \$1,720.00!!



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Texting Strategies: from Clicks to Conversations to Car Sales

OBJECTIVES

- What you need to know about Texting
- How to take Texting to the next level
- Why we need to get away from Managed Services and Texting
- Differences between Conversational SMS and SMS Marketing
- Giveaway
- Question & Answer Session

POLL QUESTION



- It takes the average person 90 minutes to respond to email, but only 90 seconds to respond to a text message.
- Response rates from text are 209% higher than those from phone calls.
- The activities people with text capabilities would most prefer to do via text are: check order status (38%) schedule or change appointments (32%) and make or confirm reservations (31%)
- A 2012 study found that text was the highest rated contact method for customer satisfaction out of all other customer communication channels. Text earned 90 out of 100 points, while phone earned 77 out of 100 and Facebook earned 66.

- Over one-third of business professionals say they can't go 10 minutes without responding to a text.
- Sales prospects who are sent text messages convert at a rate 40% higher than those who are not sent any text messages.
- Over 80% of people use text messaging for business, and 15% said that more than half their messages are for business purposes.
- 44% of consumers with texting capabilities would prefer to press a button to initiate a text conversation immediately, rather than waiting on hold to speak with an agent.
- Texts have a 45% average response rate.
- 91% of people who text prefer it over voicemail
- 89% of consumers want to use messaging to communicate with businesses



- Think about this opportunity: People texting your dealership with questions and you being able to respond in a timely and effective manner that is more satisfying than having to wait on the phone or not getting the answer at all and waiting for a call back
- Agents can handle 1 person on the phone at a time but up to 10 messaging conversations at a time!



POLL QUESTION



- This is the most important slide in this presentation!
- Text-enabling landlines is the fastest way to increase sales and conversions. PERIOD.
- People are at work paying for the cars we are trying to sell them.
- They do not know the number you are calling from.
- “Who is this?”

Sort By: Last Updated At | Sort Direction: Descending | Message Content: sorry,

Mobile User	Business Number	Message	Group	Agent	Date
132033012	BDC - Service	Sorry, I can't talk right now.	BDC Service		Last Tuesday at 6:15 PM
055050714	BDC - Sales	Sorry, forget about, I am going be there, North Dade.		Octavio_Santos	Last Sunday at 9:00 PM
862183540	BDC - Sales	Sorry, I can't talk right now.	BDC Sales		06/14/2018
052009626	BDC - Sales	Sorry, I can't talk right now.	BDC Sales		06/14/2018
865100420	BDC - Sales	Sorry, I can't talk right now.	BDC Sales		06/13/2018
522840290	Audi BDC Main	Hi I'm sorry, but ironically enough Audi Gainesville just called me and set up an app...	BDC Sales		06/13/2018
863030568	BDC - Sales	Sorry, I can't talk right now.	BDC Sales		06/12/2018
LLIAM B TRA...	FLEX Infiniti	Sorry, I can't talk right now.		Marisol_Aguirre	06/11/2018
863902915	BDC - Sales	Sorry, I can't make it today.		Octavio_Santos	06/08/2018
134048451	BDC - Sales	Sorry, I can't talk right now.	BDC Sales		06/07/2018
053423797	BDC - Sales	Sorry, I can't talk right now.	BDC Sales		06/06/2018
727088528	BDC - Sales	Sorry, I can't talk right now.	BDC Sales		06/05/2018
613060778	BDC - Sales	Sorry, I can't talk right now.	BDC Sales		06/03/2018
613060778	BDC - Sales	Sorry, I can't talk right now.	BDC Sales		06/03/2018
869754178	BDC - Service	Sorry, I can't talk right now.	BDC Service		06/02/2018
179893471	BDC - Sales	Sorry, I can't talk right now.	BDC Sales		06/01/2018
544644478	BDC - Sales	Sorry, I can't talk right now.	BDC Sales		06/01/2018



Conversational Messaging Examples

New 134013 x

Conversation & Notes Mobile User Info

134013 06/25/2018 04:58 PM

Can't talk, text me.

Alessandra_Testa 06/25/2018 07:02 PM

Jamar, we were calling you about your interest on the 2018 Infiniti Q60 Coupe with Warren Henry Infiniti.

134013 06/25/2018 08:50 PM

Let me ask you this.. Im looking to be in the in the 450-500 range for my monthly payment for the Q60 red sport

Text with Roger Dean Chevrolet Sales! To Start, Press Send.

10428 06/23/18 12:43:34

Sent inquiry on a Corvette this am and haven't received a response

Lisa Leonardi 06/23/18 12:51:29

I apologize
Did you send it through our Dealership website or outside source

Lisa Leonardi 06/23/18 12:52:15

Hello my name is Lisa I would be happy to help you

Lisa Leonardi 06/23/18 12:52:57

Closed Conversation #255795 by Lisa Leonardi

CLOSED #255795	AGENT OWNER No Owner	GROUP OWNER No Group	COMPANY NUMBER RDC-SALES&OTHER - 12399634047
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10428 06/23/2018 12:53 PM

Through the website

Lisa Leonardi 06/23/2018 12:55 PM

My apologies I will be happy to help you with your inquiry

10428 06/23/2018 12:55 PM

Interested in this corvette A plan and current GM lease holder, cash fit pick up July 5th

Media

Conversational Marketing & Engagement Data

- This data comes from DriveCentric
- Totaling 77% engagement across +40K leads, 58% of 10 Toyota stores engagement came directly from SMS
- They also maintained:
 - 3:1 Text to Email
 - 7:1 Text to Phone
 - 63% > 1 Text
 - 55% More conversion than Phone/Email
- We have officially entered into Conversational Marketing



- Conversion elements need to be installed at all customer touch points
- Consider integration into your phone system
- 62% of people would rather text a business instead of leaving a voicemail
- Event Marketing with SMS drives 3X conversion rates for RSVPs and special offers
- Don't wait for people to call you back. Customers are texting you everyday, you just don't know it!

CONNECTORS

- The Original Click-2-Text Technology (*Patent Pending*)
- One-Click Engagement Call to Action
- Native Google Analytics Integration – No additional code needed!
- Integrate with all digital media campaigns and strategies
- Measure ROI with Conversational Engagement metrics



- Do you think it makes sense to give someone who purchased a \$50K car from you 10\$ off an oil change?
- Its time to build value with our offerings in automotive.
- We all know there is a paradigm shift towards experiential marketing especially with the Millennial mindset entering the market!
- Messaging is the conduit to increased conversions across all your digital advertising.

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@ElianaRaggio

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*Reservation Fee Required.

TURN-KEY

Jason Tremblay
Chief Executive Officer

SEYCHELLE MEDIA

“Two Weeks, 212 Test Drives and 32 Units sold. The Vacation Incentive Program driven through digital advertising and text has been our best digital promotion ever!”

POLL QUESTION





- The most controversial slide in this deck
- The first step to understanding TCPA is clearing up Conversational/Information messaging different from Marketing/Advertising messaging
- P2P (person to person) is the best shield for this. P2P- generally describes the low-volume exchange of wireless messages between end users. (FCC).
- For purposes of these Principles and Best Practices, the concept of consistent with typical human operation defines P2P traffic to distinguish P2P from A2P traffic

- This slide is for the vendors and people ruining messaging for automotive with their poor understanding of precedent and networks.
- And yes, you just read the above correctly.
- The problem is that no one is explaining all the different types of messaging.
- Furthermore, the law firms are missing this understanding as well. Well, at least the ones in the Automotive Arena.
- Here, you can see how you DO NOT need an opt-in for conversational messaging. This is grabbed from the CTIA/FFC white paper. You can download it at the end of this!

	P2P	A2P
Opt-In and Opt-Out	Typically not required as consumer-to-consumer	Express consent Opt-out (e.g., STOP keyword)
Traffic Volume	Consistent with typical human operation	As contractually agreed
Program Review Process	Not required	May be required
Recommended Usage	Consumers texting one or more consumers	Enterprises texting multiple consumers simultaneously Call center scenarios Alerts and notifications Machine to Machine
Typical Scenarios	Traditional individual conversational texting. Group messaging with appropriate opt-out capabilities. One-time or very rare exceptions for spikes (e.g., when user notifies his/her contacts of new number).	Call center scenarios; session typically initiated by consumer but not required. Permission for session is assumed. Typical bulk messaging, campaigns, marketing, business outreach, 2-way campaigns, notification, Two factor authentication Recipients should be notified periodically how to opt out. Service providers enforce the STOP layer.



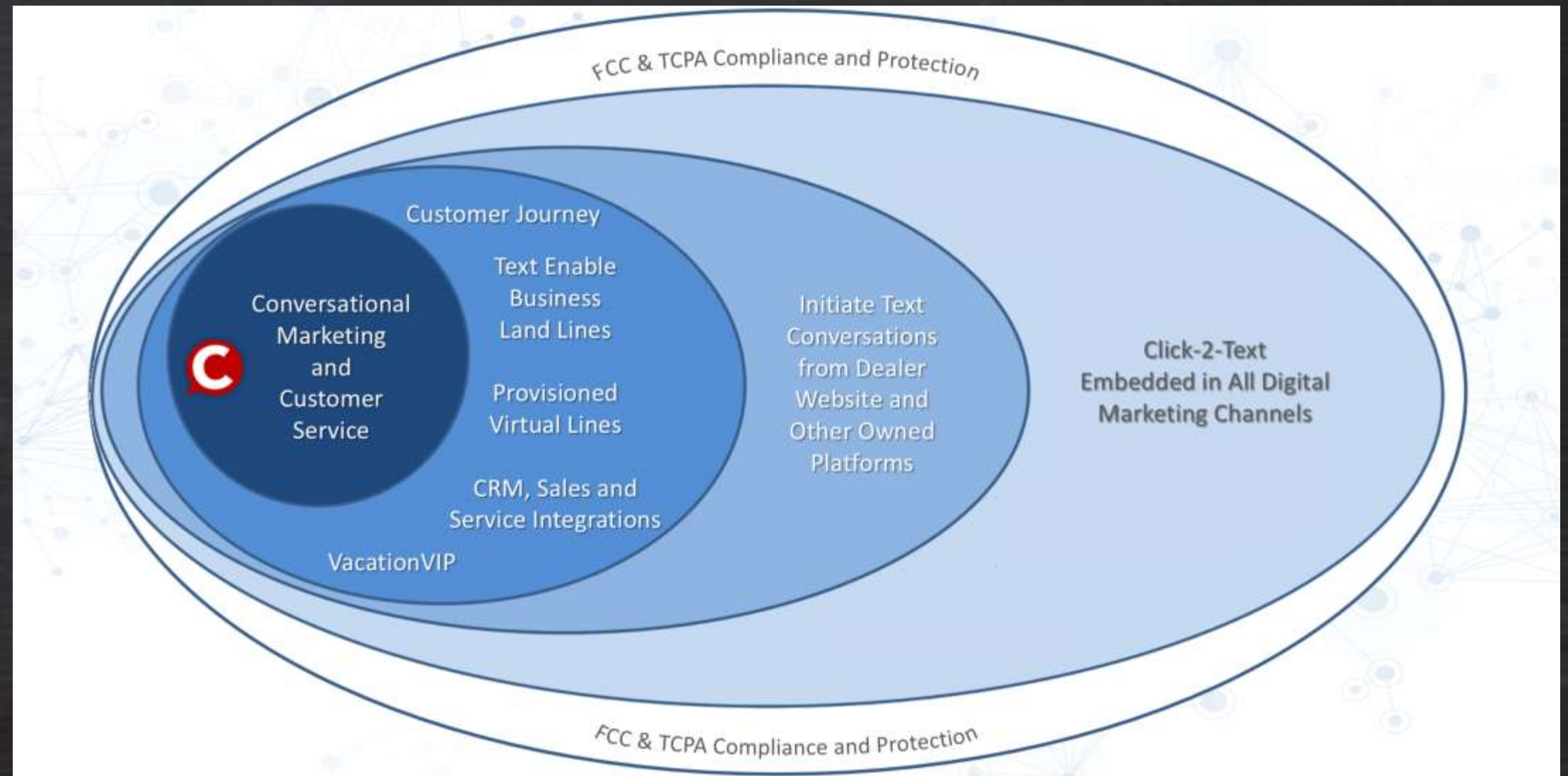
- This is why you ARE NOT texting at your dealership today
- Nearly all of these CRMs, Chat providers, “text” providers, are using A2P systems to administer messaging.
- They indemnify themselves but put the dealers at risk because the numbers they are opted-in to ARE NOT DEALER numbers
- If you want to do Marketing/promotional messaging you NEED an opt-in. Advertising is considered sending the same message to more than one person from the same number.

Exhibit II Attributes of Typical Human Operation for Classifying P2P Wireless Messaging Traffic

	METRIC	LIMIT	NOTES
Throughput	Messages/telephone number (TN)/minute	15 to 60 messages per minute	A human is typically not able to originate more than about one message per second.
Volume	Messages/TN over time	1,000 per day	Only in unusual cases do humans send more than a few hundred messages in a day, nor can a human send messages continuously over a long period of time.
Unique Recipients	Number of distinct recipients/TN	200	A human has a relatively small number of contacts.
Balance	Ratio of outgoing to incoming messages per TN	1:1 with some latitude in either direction	Human communications are conversational. An



- This is one way to manage a safe and effective TCPA safe environment for Messaging
- This environment is predicated on a P2P system!!
- This is the problem with using managed services like chat providers and “fake texting” providers.
- Just think about it, can you text back to a client from any of your chats/Texts from a chat provider?
- They opt-in EVERYONE because they are A2P and don't understand P2P messaging



SUGGESTED RESOURCES

* [CTIA Messaging Principles and Best Practices PDF](#)

* [Listrak How to get started with SMS handbook](#)

* [Text Power- A guide to Messaging](#)

ACTION ITEMS

- Walk up to every salesman in the showroom and ask “Have you texted any of your customers in the last 24 hours?”
- When you realize that you are already texting at your dealership, immediately begin research into putting into policy a “messaging” clause into your employee handbook
- Find out where the texting conversations are organically taking place and implement a conversation platform to support the business needs of today
- **AS AN AGENT OF YOUR BUSINESS, YOU ARE JUST AS LIABLE IF THEY TEXT FROM THEIR PERSONAL PHONE OR YOUR PLATFORM!**

Q&A: ASK OUR EXPERT



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PRIZE ALERT



Be the first to answer the giveaway question correctly
to win this awesome prize!

POLL QUESTION



Today's Expert



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Thank You